

**AMENDMENTS TO THE CLAIMS**

The listing of claims will replace all prior versions, and listings, of claims in the application.

1. (Currently Amended) In a networked computer system, a computerized method for facilitating a transaction between at least an advertiser and an addressee for arranging for presentation of an advertisement to at least one user of a computerized device, the method comprising:

obtaining, at an offer exchange server, an advertiser offer from an advertiser for placing an advertisement in at least one web page associated with an addressee, the advertiser offer comprising conditions including a first set of one or more user context conditions required by the advertiser for presentation of the advertisement to the user in the at least one web page;

obtaining, at the offer exchange server, an addressee offer from the addressee for placing ~~[[an]]~~ the advertisement in the at least one web page associated with the addressee, the ~~advertiser~~ addressee offer comprising conditions including a second set of one or more user context conditions required by the addressee for presentation of the advertisement to the user in the at least one web page;

obtaining, at the offer exchange server, user context information that indicates the context of ~~the~~ substantially real-time activities of the user in relation to the addressee;

~~using the advertiser offer conditions, the addressee offer conditions, and the obtained user context information,~~ electronically, determining, via a processing device, a match between of the advertiser offer~~[[,]]~~ with the addressee offer~~[[,]]~~ and with the user context information; and

electronically, via the processing device, arranging for presentation of the advertisement to the user based on the match indicating the ~~user context information matches the advertiser offer conditions and the addressee offer conditions~~ advertiser offer conditions matches the addressee offer conditions and the user context information.

2. (Previously Presented) The method of claim 1, comprising obtaining a multi-dimensional advertiser offer and a multi-dimensional advertisee offer, wherein a multi-dimensional advertiser offer comprises:

a temporal dimension relating to a time of day for presenting the advertisement in the at least one web page, and

a respective one of price an advertiser is willing to pay and a price an advertisee is willing to accept to present the advertisement in the at least one web page.

3. (Previously Presented) The method of claim 1, wherein at least one of the first and second sets of one or more context conditions comprises at least one search term, the user context information comprises a search phrase submitted by the user in a query, and wherein the at least one web page comprises a search results page.

4. (Cancelled).

5. (Currently Amended) A system for facilitating a transaction between at least an advertiser and an advertisee for arranging for presentation of an advertisement to at least one user of a computerized device, the system comprising:

one or more offer exchange server computers connected to a network;

one or more offer exchange databases connected to the network and accessible by the one or more offer exchange server computers, the one or more offer exchange databases storing information comprising:

an advertiser offer from an advertiser for placing an advertisement in at least one web page associated with an advertisee, the advertiser offer comprising conditions including a first set of one or more user context conditions required by the advertiser for presentation of the advertisement to the user in the at least one web page;

an advertisee offer from the advertisee for placing [[an]] the advertisement in the at least one web page associated with the advertisee, the advertisee offer comprising conditions including a second set of one or more user context conditions required by the advertisee for presentation of the advertisement to the user in the at least one web page;

user context information that indicates the context of the substantially real-time activities of the user in relation to the advertisee;

wherein the one or more offer exchange server computers:

~~using the advertiser offer conditions, the advertisee offer conditions, and the user context information,~~ determine a match between of the advertiser offer[[,]] with the advertisee offer[[,]] and with the user context information; and

facilitate arranging for presentation of the advertisement to the user based on the match indicating the ~~user context information matches the advertiser offer conditions and the advertisee offer conditions~~ advertiser offer conditions matches the advertisee offer conditions and the user context information.

6. (Previously Presented) The system of claim 5, wherein the one or more offer exchange server computers obtain, and cause to be stored in the offer exchange database, the advertiser offer, the advertisee offer, and the user context information.

7. (Previously Presented) The system of claim 5, wherein the system facilitates a plurality of transactions between advertisers and advertisees, and wherein the database contains a plurality of advertiser offers and a plurality of advertisee offers, and information regarding a plurality of computer user contexts.

8-10. (Canceled)

11. (Previously Presented) The system of claim 5, wherein the one or more offer exchange servers are marketplace operator servers, and wherein the advertisee is an affiliate of a marketplace operator.

12. (Original) The system of claim 11, wherein the marketplace operator obtains a fee from at least one of the advertiser and the advertisee in connection with facilitating the transaction.

13. (Cancelled).

14. (Original) The system of claim 5, wherein the offers each comprise one or more dimensions.

15. (Previously Presented) The system of claim 14, wherein the one or more dimensions comprise resolutions.

16. (Previously Presented) The system of claim 14, wherein the offers each comprise a search term-related dimension.

17. (Previously Presented) The system of claim 14, wherein the offers each comprise a user location-related dimension.

18. (Previously Presented) The system of claim 17, wherein the user location related dimension is a real-time or almost real time physical location of the user.

19. (Original) The system of claim 14, wherein the dimensions include at least one of user context-related dimensions, media, content, demographics, and price.

20. (Original) The system of claim 19, wherein the dimensions include at least one of price per click, price per impression, and a price per user acquisition.

21 - 22. (Canceled)

23. (Original) The system of claim 11, wherein:  
the offer exchange database comprises aggregated information useful in advertisement targeting and obtained from a plurality of affiliates;  
the one or more offer exchange servers utilize the aggregated information to determine pre-defined offers considered well suited to particular categories of at least one of advertisers and advertises; and

the one or more offer exchange servers propose pre-defined offers to at least one of advertisers and advisees of appropriate categories for selection.

24. (Canceled)

25. (Original) The system of claim 23, wherein selected proposed pre-defined offers can be at least one of modified and at least partially configured.

26. (Canceled)

27. (Original) The system of claim 23, wherein the marketplace operator provides virtual marketplaces in multi-dimensional offers.

28. (Original) The system of claim 27, comprising using information stored in the database to determine dimensional ranges of values of dimensions of a pre-defined offer such that the pre-defined offer specifies at least one user context to which advertisements of a particular category are well-targeted.

29. (Previously Presented) The system of claim 5, wherein the offer exchange server comprises an offer exchange engine, and wherein the offer exchange engine comprises programming comprising a plurality of virtual offer exchange machines including at least one of an offer management machine, an offer resolution control machine, an offer retrieval machine, an offer sorting machine, an offer campaign machine, and an offer distribution machine.

30. (Canceled)

31. (Previously Presented) The system of claim 5, comprising generating pre-defined offers, and wherein at least one of matching, generating pre-defined offers, and comprising directing pre-defined offers utilizing at least one of one of a data mining program and an artificial intelligence program.

32. (Original) The system of claim 5, comprising, in matching, comparing stored offers with user context information as such user context information is obtained.

33. (Currently Amended) A computer usable medium or media storing program code which, when executed on one or more computerized devices, causes the computerized devices to execute a computerized method for facilitating a transaction between at least an advertiser and an advertisee for arranging for presentation of an advertisement to at least one user of a computerized media outlet of the advertisee, the method comprising:

obtaining, at an offer exchange server, an advertiser offer from an advertiser for placing an advertisement in at least one web page associated with an advertisee, the advertiser offer comprising a first set of one or more user context conditions required by the advertiser for presentation of the advertisement to the user in the at least one web page;

obtaining, at the offer exchange server, an advertisee offer from the advertisee for placing ~~[[an]]~~ the advertisement in the at least one web page associated with the advertisee, the ~~advertisee~~ advertiser offer comprising a second set of one or more user context conditions required by the advertiser for presentation of the advertisement to the user in the at least one web page;

obtaining, at the offer exchange server, user context information that indicates the context of ~~the~~ substantially real-time activities of the user in relation to the advertisee;

~~using the obtained user context information,~~ determining whether the user context information satisfies the first and second sets of user context conditions; and

facilitating arranging for presentation of the advertisement to the user on a real-time of ~~almost real-time~~ basis based on the user context information satisfaction of the first and second sets of conditions and a match of the first set of conditions with the second set of conditions.

34. (Previously Presented) The system of claim 5, wherein the advertisement comprises at least one of text, imagery, and sound to be presented through the computerized device of the computer user.

35. (Previously Presented) The system of claim 5, wherein the advertisement facilitates sale of a product, a service, or content.

36. (Previously Presented) The system of claim 5, wherein the computerized device is selected from a group including a desktop computer, a notebook computer, a wireless computerized device, a portable computerized device, and a handheld computerized device.

37. (Previously Presented) The system of claim 5, wherein determining whether a match exists comprises performing probabilistic matching.

38. (Previously Presented) The system of claim 5, comprising application of catalyzers to offers to facilitate effective offer matching.

39. (Previously Presented) The system of claim 23, wherein the aggregated information comprises aggregated historical user behavior-related information.

40. (Previously Presented) The system of claim 25, wherein selected pre-defined offers can be partially configured by choosing at least one desired resolution of a dimension.

41. (Previously Presented) The system of claim 5, wherein the network comprises a wireless network, and comprising wireless transmission of the advertisement to the user.

42. (Previously Presented) The method of claim 3, wherein at least one of the first and second sets of one or more context conditions comprises a semantic distance of the at least one search term to the search phrase.

43. (Currently Amended) The method of claim 1, wherein the match between the advertiser offer, the ~~advertise~~ advertisee offer, and the user context is such that less than all conditions of the offers are met.